

1. (Currently amended) A method of reducing power consumption by an electronic shelf label (ESL) ~~comprising a receiver for receiving wireless messages and a battery for powering the receiver, the method~~ comprising the steps of:

(a) wirelessly receiving a message by a receiver in the ESL, wherein the message includes a time period during which the receiver does not receive any additional messages, and a command to enter a reduced power consumption mode at a beginning of the time period and to leave the reduced power consumption mode at an end of the time period;

(b) storing the time period in a memory of the ESL by control circuitry in the ESL;

(c) turning off a switch in the ESL at the beginning of the time period by the control circuitry to remove battery power from the receiver to enter the reduced power consumption mode in accordance with the command while other ESL components remain powered;

(d) timing the time period by the control circuitry;  
and

(e) turning on the switch at the end of the time period by the control circuitry to reapply the battery power to the receiver and facilitate reception of the additional messages in accordance with the command.

~~— (a) determining a time period when messages are not transmitted to the ESL;~~

~~— (b) wirelessly transmitting at least one message to the ESL instructing the ESL to enter a reduced power consumption mode by removing battery power from at least a portion of the receiver during the time period;~~

~~— (c) storing the time period in a memory of the ESL;~~

~~— (d) removing the battery power from the portion of the receiver by the ESL at a beginning of the time period to enter the reduced power consumption mode; and~~

~~— (e) supplying the battery power to the portion of the receiver by the ESL at an end of the time period to resume normal operation.~~

2. (Original) The method of claim 1 wherein the message includes a start time for the reduced power consumption mode.

3. (Original) The method of claim 2 wherein the message includes an end time for the reduced power consumption mode.

4. (Original) The method of claim 2 wherein the message includes a duration for the reduced power consumption mode.

5. (Currently amended) The method of claim 1 wherein a the message is transmitted to plurality of additional ESLs  
receive the message instructing the plurality of ESLs to and

each enter the reduced power consumption mode by removing the battery power from ~~the portion of~~ each ESL's receiver at ~~the beginning of the time period.~~

6. (Original) The method of claim 1 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is closed.

7. (Original) The method of claim 1 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is open.

8. (Original) The method of claim 1 wherein the time period corresponds to a time period when no ESL activity is planned.

9. (Original) The method of claim 1 wherein step (c) comprises the following sub-step:

ceasing to monitor for received messages.

10. (Currently amended) The method of claim 1 further comprising, after step (c) ~~(d)~~, the following step:

(f) recording depression of a button on the ESL to end

the reduced power consumption mode by the control circuitry  
ESL.

11. (Currently amended) An electronic shelf label (ESL)  
system comprising:

an ESL comprising a display for displaying  
informational text, and a receiver for receiving wireless  
messages, and a battery for providing power, a memory, a  
switch for applying the power to the receiver from the  
batter, and control circuitry for controlling operation of  
the ESL including controlling application and removal of the  
power by the switch; and

a host computer for wirelessly transmitting a message  
to the ESL including a time period during which the receiver  
does not receive any additional messages, and a command to  
enter a reduced power consumption mode at a beginning of the  
time period and to leave the reduced power consumption mode  
at an end of the time period instructing the ESL to enter a  
~~reduced power consumption mode by removing battery power~~  
~~from at least a portion of the receiver during a time period~~  
~~when messages are not transmitted to the ESL;~~

said ESL receiver receiving the message, and said  
control circuitry storing the time period in a the memory ~~of~~  
~~the ESL, and turning off the switch to remove removing the~~  
~~battery power from the portion of the ESL's receiver at a~~

the beginning of the time period to enter the reduced power consumption mode in accordance with the command while other ESL components remain powered, and turning on the switch at the end of the time period to reapply the power to the receiver and facilitate reception of the additional messages in accordance with the command said ESL supplying the battery power to the portion of the receiver at an end of the time period to resume normal operation.

12. (Original) The ESL system of claim 11 wherein the message includes a start time for the reduced power consumption mode.

13. (Original) The ESL system of claim 12 wherein the message includes an end time for the reduced power consumption mode.

14. (Original) The ESL system of claim 12 wherein the message includes a duration for the reduced power consumption mode.

15. (Currently amended) The ESL system of claim 11 further comprising an additional plurality of ESLs, wherein the message is transmitted to the plurality of ESLs instructing the plurality of ESLs to each enter the reduced power

consumption mode by removing the ~~battery~~ power from the ~~portion of~~ each ESL's receiver at the beginning of the time period.

16. (Original) The ESL system of claim 11 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is closed.

17. (Original) The ESL system of claim 11 wherein the ESL is disposed in a retail establishment and the time period corresponds generally to when the retail establishment is open.

18. (Original) The ESL system of claim 11 wherein the ESL ceases to monitor for received messages during the reduced power consumption mode.

19. (Currently amended) The ESL system of claim 11 wherein the ESL further comprises a button for causing the control circuitry to end ~~ending~~ the reduced power consumption mode when depressed.

20. (New) A method of reducing power consumption by a plurality of electronic shelf label (ESLs) comprising the

steps of:

(a) wirelessly receiving messages by receivers in each of the ESLs, wherein the messages include different time periods during which the receivers do not receive any additional messages, and a command to enter a reduced power consumption mode at a beginning of the time periods and to leave the reduced power consumption mode at different ends of the time periods;

(b) storing the time periods in memories of the ESLs by control circuitries in the ESLs;

(c) turning off switches in the ESLs at the beginning of the time periods by the control circuitries to remove battery power from the receivers to enter the reduced power consumption mode in accordance with the command while other components in the ESLs remain powered;

(d) timing the time periods by the control circuitries;  
and

(e) turning on the switches at the different ends of the time periods by the control circuitries to reapply the battery power to the receivers and facilitate reception of the additional messages in accordance with the command.

21. (new) The method of claim 20, wherein step (a) comprises:

(a-1) wirelessly receiving the messages by the

receivers in groups of the ESLs, wherein the messages assign the different time periods to the groups, and wherein the command causes the groups to leave the reduced power consumption mode one group at a time at the different ends of the time periods.